

FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. III

APRIL, 1956

FOR TROPICAL ATMOSPHERE, TRY PHILODENDRONS!

EXCELLENT AS:

TUBBED SPECIMEN
PLANTER BOX SHRUBS
FOUNDATION PLANTINGS
PATIO SUBJECTS
POTTED PLANTS
INTERIOR DECORATIONS
SHRUBBERY BORDER ITEMS
SPECIMEN PLANT FOR LAWN

Illustrated is one of the beautiful varieties of Philodendron available in many sizes.



In California they call it the "Arborescent" Philodendron; in Florida we call it the "Self-heading" Philodendron. Both mean exactly the same thing—the plants form a compact crown of leaves, very much like a palm; the leaf stems are attached close together on the trunk so that no internodes or leggy extensions of the trunk are formed between the points of attachment. This forms a plant pleasing in appearance for its grace and neatness, and practical to grow because it stays where you put it, rather than climb as did the older species of Philodendron.

UNUSUAL HARDINESS MAKES IT VALUABLE

Native to the semi-tropical areas of South Brazil, Uruguay and Paraguay, the Arborescent Philodendrons thrive in full sun. Most species will withstand temperatures of 28 degrees without injury, and some have withstood temperatures as low as 18 degrees.

LUSH TROPICAL FOLIAGE POPULAR

There are many varieties of these self-heading Philodendrons on the market—Selloum, which is one of the older varieties, as well as Fosteriana, Bipinnatifidum, Species No. 1, Selloum X Species No. 1, and many other hybrids.

Their foliage range from pale green to a deep olive, and are variable in shape from solid to very deeply cut segments. The giant luxuriant foliage on a well grown plant is very attractive and intriguing.

PHILODENDRONS EASY TO GROW

In planting Philodendrons remember they prefer a light, airy location. A soil rich in organic matter such as peat, together with frequent feedings with a well balanced natural-organic-content food such as Florida Nursery's ZING, will cause them to thrive and produce beautiful plants, providing you give them plenty of water. They are gross feeders and will respond quickly to good care. Like their climbing relatives, these Philodendrons are aroids, which mean simply that some of the roots run along the ground and part of the moisture and food is gathered from the air around them.

Few other shrubs may be used in so many ways, and certainly few other shrubs add the lush, tropical look for such a small investment. Use at least one of these in your planting—you'll be happy you did!

ONLY \$2.50 and up

FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.
Phone 158
LEESBURG

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

S. Orange Ave.
Ph. Ma-2-8345
OCALA

Welbourne and Center Sts.

Phone 6-2781

WINTER PARK

Open Monday thru Friday
9 A.M. to 5 P.M.

"MILLIONS OF PLANTS"



OUR ROLO SEZ:

YOU CAN HAVE A
BEAUTIFUL GARDEN—

IF

YOU KEEP THESE
FOUR IMPORTANT
FACTORS IN MIND!



1. PLANNING

Secure plan for your entire property.
Include ideas you particularly like NOW.
Include sufficient trees properly placed.
Plan for ease in maintenance.

If you can't afford complete landscape job all at once, plan to put in trees and most important shrubs now and work along to completion.

Always stick to your plan to achieve the most beautiful effect.

2. SELECTING STOCK

Buy plants to fit a specific location instead of buying a plant and then locate a spot to plant it.

Ask your local nursery for recommendations and guidance (best for your area).

Insist that stock is graded according to AAN and FNGA standards.

Plant trees as large as possible to secure shade where needed as soon as possible.

3. PLANTING

Insist that soil be prepared properly, adding peat or other organic matter.

Water in plants well to discourage air pockets.

Always remember that a "50c plant in a \$5.00 hole is more sure to develop properly than a \$5.00 plant in a 50c hole."

4. MAINTENANCE

Water thoroughly once or twice a week to a depth of 14-18". This encourages a deeper root system.

DO NOT SPRINKLE LIGHTLY. This makes for shallow surface root systems, that cannot endure drouth.

Fertilize as recommended by your local nurseryman, using natural organic nitrogen as a basis for nitrogen content. (Florida Nursery's ZING is especially adapted to Central Florida).

Spray in early spring and late fall to insure less danger of insect and fungi pests.

Prune as necessary in order to keep plant suited for location. Most pruning is done in the early spring, just as growth begins.

Questions You've Asked About FLORIDA GARDENING!

Q. What is the blue flowering bulbous plant known as the "Blue Lily of The Nile?"

A. Agapanthus. These are very easy to grow either as a pot plant or in the garden, and are available in blooming size plants at \$1.50 each.

* * *

Q. I have a Clivia and wonder if I might remove it from my tub and plant it directly in the patio.

A. Yes, the Clivias do very nice as a patio plant. For good heavy bloom on tall spikes they require pretty heavy feeding during the fall and should be planted in a spot with soil rich in humus and given plenty of moisture.

* * *

Q. What fertilizer do you recommend for Azaleas, and when should it be applied?

A. Azaleas should be fertilized from the middle of March to the first of April, and then again in June. You may also add a very light application in September, but heavy feeding then would cause them to put on growth and not bloom.

ZING Azalea and Camellia Fertilizer is especially adapted for Azalea needs in Central Florida, and you'll find the added minor elements help you grow more beautiful Azaleas.

* * *

Q. Should Poinsettias be pruned back drastically? Mine have lost all their foliage due to cold.

A. Yes, Poinsettias should be cut back to about 12 to 18 inches now and fertilized with Florida Nursery's ZING Tree and Shrub Special. They will come out with new growth, and should be cut back half way in June, to help make them more shapely and produce more bloom.

* * *

Q. Is it too late now to plant Camellias? I wanted to plant some earlier but illness prevented it. Now friends say it is too late to move them this year.

A. Camellias may still be planted—and it is quite easy to move them safely since most of them are grown in containers and never know they are moved. It is better not to move Camellias from the open ground when the foliage is new and tender, but they can be moved year-round if container grown, for roots are not disturbed. This is true not only of Camellias, but of many other plants. That is one reason why so many plants are being grown in cans.

* * *

Q. What grass do you recommend for lawns in this area?

A. We prefer the Bitter Blue St. Augustine grass, because it is a grass that covers rapidly, gives a good turf, and remains green thru the winter, except when heavily damaged by frosts. Then a light application of fertilizer will green it right up again. It is considered a medium-maintenance grass and even though it is sometimes damaged by chinch bugs and Sod Web Worms, if you will watch and catch the spots early you can prevent wide-spread damage.

If you would like to secure more information concerning grasses, you may stop by our office in Leesburg and see plots of Zoysia matrella and Tiftlawn Bermuda.

STOCK TESTED AND PROVEN FOR YOUR GARDEN!

Why experiment with stock when Florida Nursery and Landscape Co. offers you plants proven suitable for Florida climates and soil conditions? Here are a few suggestions:



Beaucarnea, commonly called Nolina or Pony Tail, is a native of Mexico. This unusual and curious plant is very striking as a tubbed specimen, in a planting box, or for patio use. The odd bulb formation increases in size as the plant grows, and in cool weather the center rosette of foliage turns an attractive deep wine shade.

This is the "Something different" for which you've been looking!

\$1.50 and up



PODOCARPUS MAKI . . . one of the outstanding shrubs for Florida. A beautiful evergreen with distinctive foliage, it may be kept sheared into a formal shape, or permitted to grow natural. It is wonderful for hedges, foundation plantings, entrance plantings, or for tubbed specimen for indoors or out. Many sizes available.

\$2.00 and up



The Neanthe Bella Palm, known botanically as Chamaedorea elegans, is a graceful, dwarf growing palm prized for pot use, or in planters, as well as in protected patios. It is a suckering type palm, with the leaves made up of broad segments carried on slender stems. It seems to stand dry air and heat indoors very well, and because it does not grow very rapidly, it is one of the most valuable palms for indoor use!

Priced, 50c up



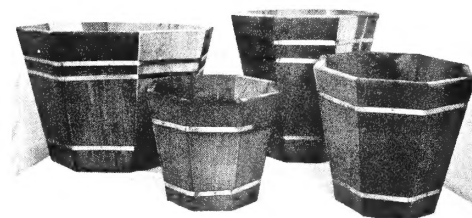
Azaleas are by far the best flowering shrub for Central Florida—and you'll find Florida Nursery has a wide variety available so that you may choose the size and color you prefer. Tall growing, medium-growers, and dwarfs—all ready for you and priced.

Only 25c and up



Viburnum odoratissimum is evergreen, hardy, and wonderful for foundation plantings, hedges, etc. The large, glossy dark green leaves are accented by fragrant white flowers in dense heads in early spring. Viburnum makes an attractive background for colorful shrubs—offer cold protection too!

Priced, \$1.50 up



Accentuate the loveliness of your pot plants by putting them in California redwood tubs; banded with stainless steel, these tubs are sturdy and attractive. Select the size best suited for your specimen plants—and see how much more prestige your plants add to your sunparlor or patio!



DRACENA or Hawaiian Ti. Attractive, colorful foliage; used for house plants, patio, or outdoors in protected areas.

75c up



EPIDENDRUM—Epiphytal Orchid. Bloom heavily almost all year with hundreds of bloom in clusters. Wonderful for planter boxes, beds, etc.

\$1.50 up



COCOS AUSTRALIS PALM. Only one of the many varieties of palms—but one of the most hardy! Palms are a must—they make for that tropical atmosphere!

\$2.00 up

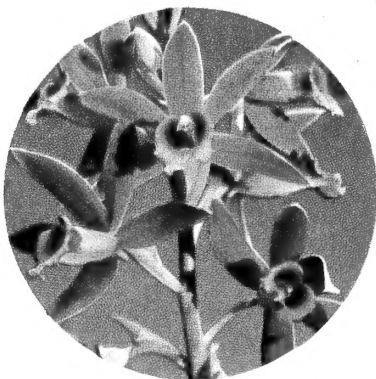
Beautiful Orchids For Your Garden

PHAIUS GRANDIFOLIUS or Nun's Lily Orchid—

Grows in soil—Blooms profusely!

Excellent for pot plants or for beds—

BLOOMING PLANTS. \$3.50 and up!



FLORIDA NURSERY AND LANDSCAPE CO.
LEESBURG, OCALA, AND WINTER PARK, FLORIDA.

Library
U.S. Dept. of Agriculture
Washington 25, D.C.

FORM 3547 REQUESTED



ENJOY COLOR ALL YEAR!

LANTANA DELICATISSIMA, a trailing evergreen, sub-shrub, is wonderful for planters, for borders, or for use as a ground cover.

The bright shining green foliage and lovely lavender flowers borne in dense clusters in lavish profusion make it most attractive and ornamental.

Lantana thrives in full sun, and blooms almost all year long. It prefers a soil that is rich in humus, and we recommend that you use a liberal amount of peat when you are planting Lantana if you want to get the maximum in bloom. Florida Nursery's LANTANAS are container grown—transplant them into a good soil and give them water, and you'll enjoy them from the very first day!

ONLY \$1.50 and up

PROPER CARE NOW INSURES BEAUTY LATER —

Proper maintenance is very important if your garden is to look its best—and now is a VERY IMPORTANT TIME!

Fertilizer to encourage healthy new growth, pruning to help shape the plants, and a general spraying to discourage the insect pests will pay dividends in lush green foliage, attractive plants, and plenty of summer and fall bloom.

If you're new to Florida—or if you're too busy to get to your garden now, OUR EXPERIENCED CREW IS AVAILABLE TO GIVE YOUR GARDEN PROPER CARE NOW. Call our office and ask for one of our men to give you an estimate on the cost.

INSPECTION SERVICE AVAILABLE MONTHLY

For only \$5.00 per month we'll check your grounds and send you written report of needs. Ask for application blank.

